



Strathmore
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
BAC 2101: PERSUASIVE COMMUNICATION
END OF SEMESTER EXAM**

Date: 17th November 2022

Time: 13:00 – 15:00

- **Answer question 1 and any other 2 questions**
- **Separate your key arguments by skipping a line between paragraphs**
- **Clear, correct and concise language is a minimum standard for students of communication**
- **Make your handwriting effortlessly legible.**

Question One (30 marks)

1. In the Chapter 'Persuasion' in the Book *How to Run a Country*, oratory skills are esteemed for any political leader.
 - a) What does Cicero say persuasive oratory skill in leadership entails? (4 marks)
 - b) Explain two expectations that make oratory difficult to master. (4 marks)
2. In the paper "Political persuasion on social media: Tracing direct and indirect effects of news use and social interaction" by Diehl, Weeks and Zúñiga:
 - a) What two key conclusions do they come up with on political persuasion? (4 marks)
 - b) Discuss how each conclusion is important for political persuasion. (4 marks)
3. There are several theories and models in persuasive communication.
 - a) Pick any 4 models and/or theories and explain their gist (4 marks)
 - b) Show using two illustrations how any two of these theories or models explain the process of persuasion (4 marks)
4. Robert Cialdini speaks of Weapons of Influence.
 - a) Pick and describe any four (2 marks)
 - b) Offer a brief explanation and critic of application or definition for any two weapons (4 marks)

Question two (15 marks)

- a) Why should a company have values? Relate the values of a company to persuasion in two arguments. (4 marks)
- b) Illustrate using a simple diagram how a company can come up with company values. (5 marks)
- c) Offer a simple description of a company that you wish to create (2 marks) and name two values you would develop based on the diagram in (b) above (4 marks). Be sure to describe how they came up and why they complement the business.

Question three (15 marks)

In the field of Communication, one of the trendier areas to focus on is being a publicist or engaging in persuasively 'selling' a personality, for example a celebrity, to the public. Several things you have learnt in this class should help you execute this role.

- a) Describe the personality that you would like to 'sell' (2 marks)
- b) Isolate and discuss four things you would focus on which you have learnt from the class. (4 marks)
- c) Discuss three theoretical justifications that would guide your thinking (9 marks)

Question four (15 marks)

- a) "Resisting Persuasion? How can anyone resist persuasive attempts?" Plug in to that conversation by:
 - i) Offering 3 ways to resist persuasion. (3 marks)
 - ii) Discuss three arguments why one should resist persuasive attempts. (6 marks)
- b) Consider your persuasive capacity as a student of Communications.
 - i) What is persuasion relative to an individual? (1 mark)
 - ii) What persuasive quality do you feel you lack? (2 marks)
 - iii) Exactly how would you work on it? (3 marks)

Question five (15 marks)

Write notes on Propaganda, and using examples, present three distinct arguments either for or against propaganda. Use your introduction to discuss any 3 propaganda tactics applied in a context of your choice.